arthur salm, inc.

831 SOUTH WABASH AVE. • CHICAGO 5, ILLINOIS

CREATORS * MANUFACTURERS * IMPORTERS * CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE

GENERAL INFORMATION

The sparkling merchandise shown in this catalog has been planned, designed, and manufactured exclusively for the American Business Market. The designs are the work of an outstanding design firm in the United States and the merchandise is manufactured abroad. Into it has gone a lifetime of experience in the advertising specialty field. This experience has been re-enforced by repeated market analyses to determine what is suitable, and what is wanted. In these pages you will find things that are new, that are different, that are improvements on old, time-tested ideas. As a salesman you can sell, and your customers can buy, from this catalog with complete confidence, knowing that what you see is of outstanding quality, that it is exclusive: *none of it is sold on the retail market*, and that it is the individual work of master craftsmen. Every item measures up to the exacting standards upon which the reputation of our company has been built.

PACKAGING

All items except No. 614 The Big Inch Rule, are beautifully packaged in an impressive gift box.

CHRISTMAS WRAPPING

If Christmas wrapping is wanted, add 20¢ net, per package. 25¢ net for large packages.

ROMANCE CARDS

Included with each package, except No. 614 The Big Inch Rule, is an attractive, well-written Romance Card.

SHIPPING TIME

All items are carried in stock in Chicago. Normal shipping time is two to three weeks after receipt of order. Allow two to three weeks additional for special copy requiring dies, such as trademarks and emblems.

On pieces where the ad is to be set in nickel-silver inlay, that is, on the No. 114 Val-U-Plus Knife, No. 160 Key Hook Knife, and the No. 157 Craftsman Knife, allow approximately 80 days after receipt of order or approved artwork. This time can be cut to about 50 days, if shipment is made by air. Charges for air shipment are: 1000 or more, 8¢ per piece; 500 to 1000, 11¢ per piece; 500 or less, 14¢ per piece.

In order to assure Christmas distribution on *nickel-silver inlay* items, orders or approval of artwork should be in our hands not later than September 25th. If shipment is to be by air, this deadline can be extended to October 25th.

QUANTITIES LESS THAN MINIMUM QUOTED

On orders for quantities less than the minimum listed, there will be a charge of $2.50, if the order is without ad copy. This charge will be $3.50, if ad copy is specified.

INDIVIDUAL MAILING

Individual mailing service is available at a charge of 25¢ net, per unit. This is in addition to the cost of the mailer, postage, and insurance. Customer must supply addressed labels and also an alphabetical list with names and addresses in duplicate.

SHIPPING METHODS AND INSURANCE

Unless requested not to do so we will insure each shipment and bill for such insurance expense. All shipments and individual mailings will be insured at listed prices. Orders not showing shipping instructions will be forwarded according to our best judgment.

ALL AD COPY EXTRA

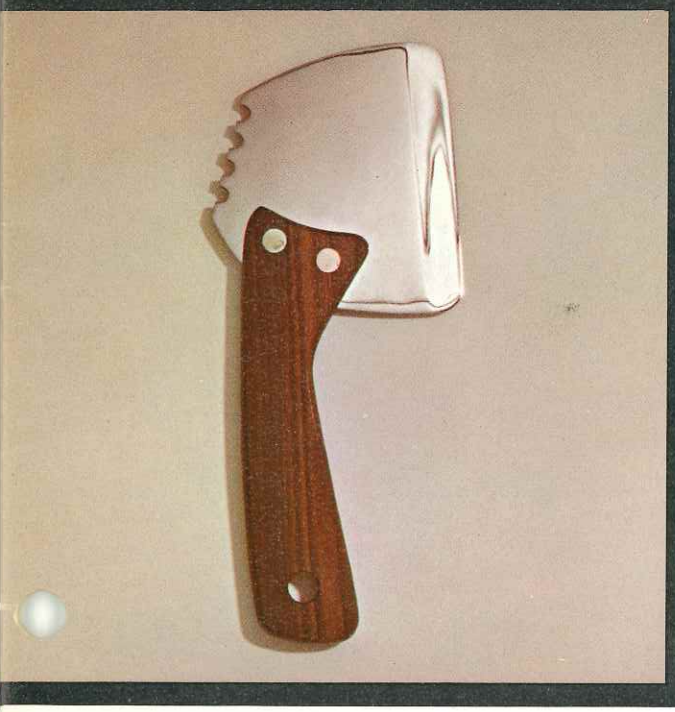
All prices are listed WITHOUT ad copy or personalization except No. 614 The Big Inch Rule.

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

PRICES

All prices and sales subject to our acknowledgment and its terms. The right is reserved to withdraw any item or items and to change all quoted prices without notice. All prices net, F.O.B. our warehouse, Chicago.



The Florentine Coin Bowl

Every detail of this Italian masterpiece shows its substantial quality. It's solid stainless steel finished by Italian craftsmen to an extra deep patina. It glows. Set in the bottom is a polished brass replica of an ancient Florentine coin.

This lovely table piece is 5¼-inches across the top, 1¾-inches at the bottom, and 1¼-inches deep. Suitable for nuts, candies, confections, or general serving, it is both a trustworthy remembrance and a splendid value.

	25-49	50-99	100-249	250-499	500 and up
No. 533	$2.20	$2.10	$2.00	$1.75	$1.55

1-3A 4B 5C

The Cleaverette

For that enthusiastic culinary genius and your very good friend, the Amateur Chef. The Cleaverette will put a sparkle in his eye, because he'll recognize it at once as being very special, a tool not to be found in a store.

The whole design, including weight, size, balance, and finish, was created with the Amateur Chef in mind. The blade is solid high-carbon stainless steel, hot-forged and quenched. The handle is genuine rosewood. Handle and blade are joined with flush nickel-silver rivets as in the most expensive cutlery.

	25-49	50-99	100-249	250-499	500 and up
No. 325	$4.20	$4.00	$3.90	$3.50	$3.15

1-3A 4B 5C

The Wallstreeter

This striking import is every bit as good as it looks. It's actually three gifts in one: a combination clothes and spotting brush; a manicure set of hot-forged surgical steel; and a snap-hinge jewel box for cuff links, tie bars, and personal accessories. The cover is top-grain cowhide, the lining genuine satin, and the hinge-bar polished brass. Mark it for the individuals on your list who are going places: the travellers, the commuters, the vacationers, even the gadabouts. They'll love it.

Names, initials, or ad copy can be stamped on the leather.

	12-24	25-49	50-99	100-249	250 and up
No. 14	$8.00	$7.60	$7.40	$7.20	$6.50

1-4A 5B

The Postmaster Letter Scale

Fine imaginative design in a combination letter scale and paper weight. Not a gadget. It's precision made, and accurately weighs letters and parcels up to eight ounces. The top is brushed aluminum, the bottom hand-rubbed hardwood. A turn of the aluminum top and the Postmaster springs up for use. Engraved names, monograms, or ad copy can be placed on the top of the instrument.

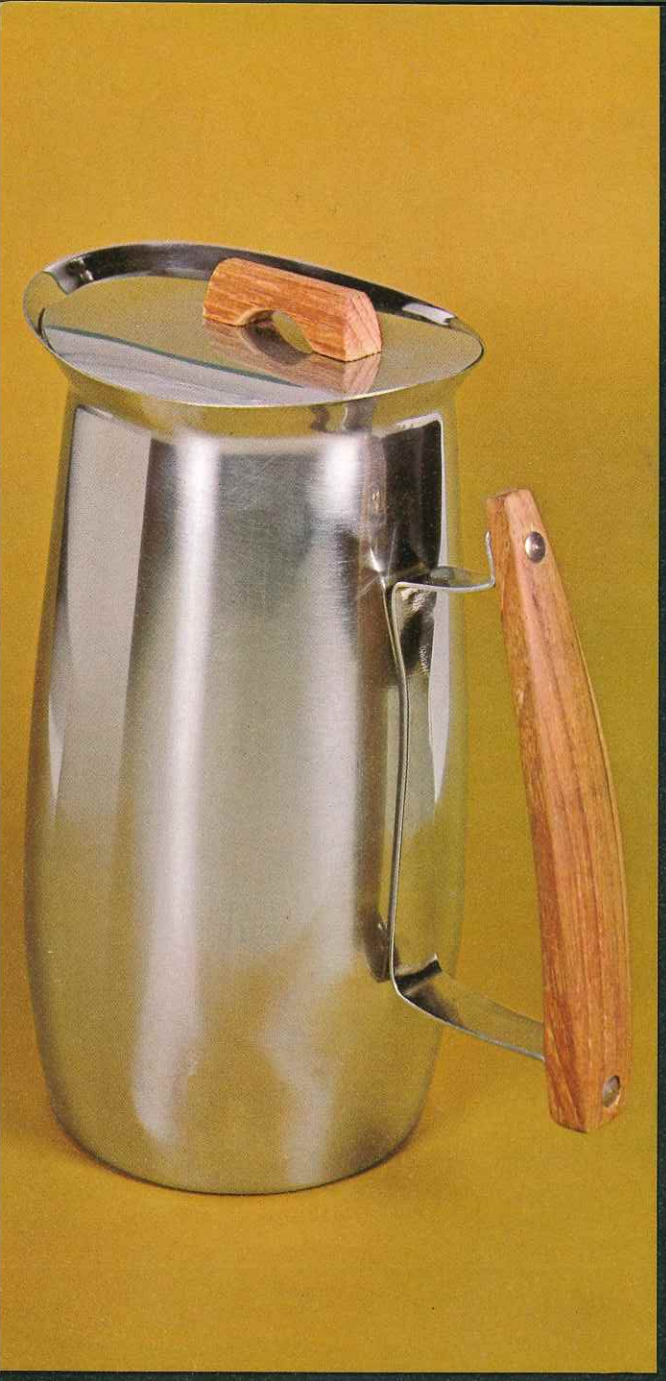
An excellent remembrance for the office or home.

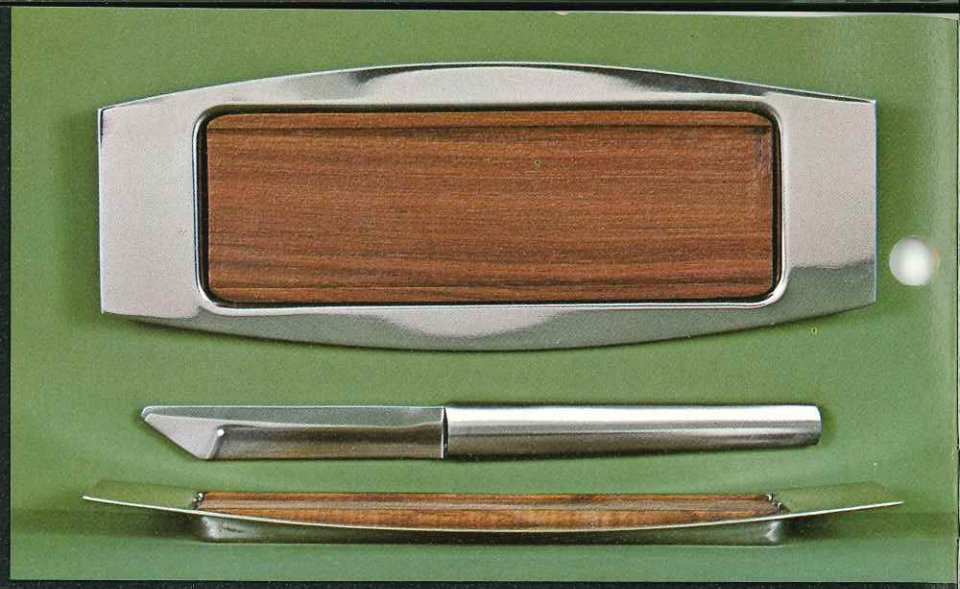
	25-49	50-99	100-249	250-499	500 and up
No. 700	$4.00	$3.80	$3.70	$3.30	$2.95

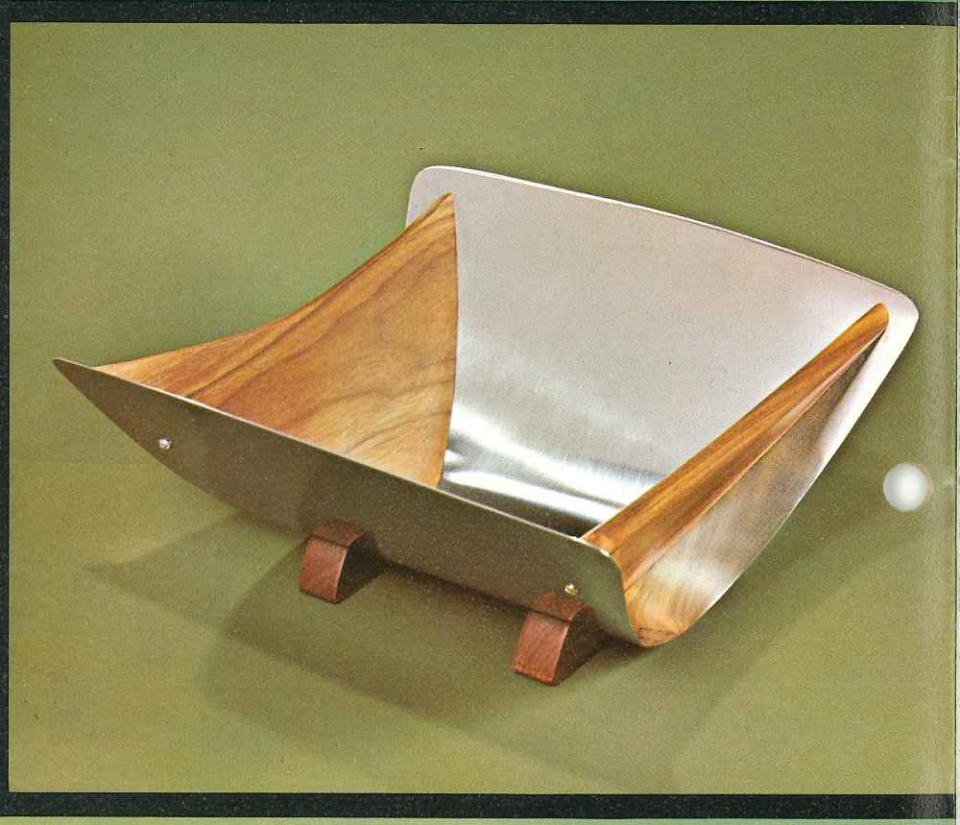
1-3A 4B 5C

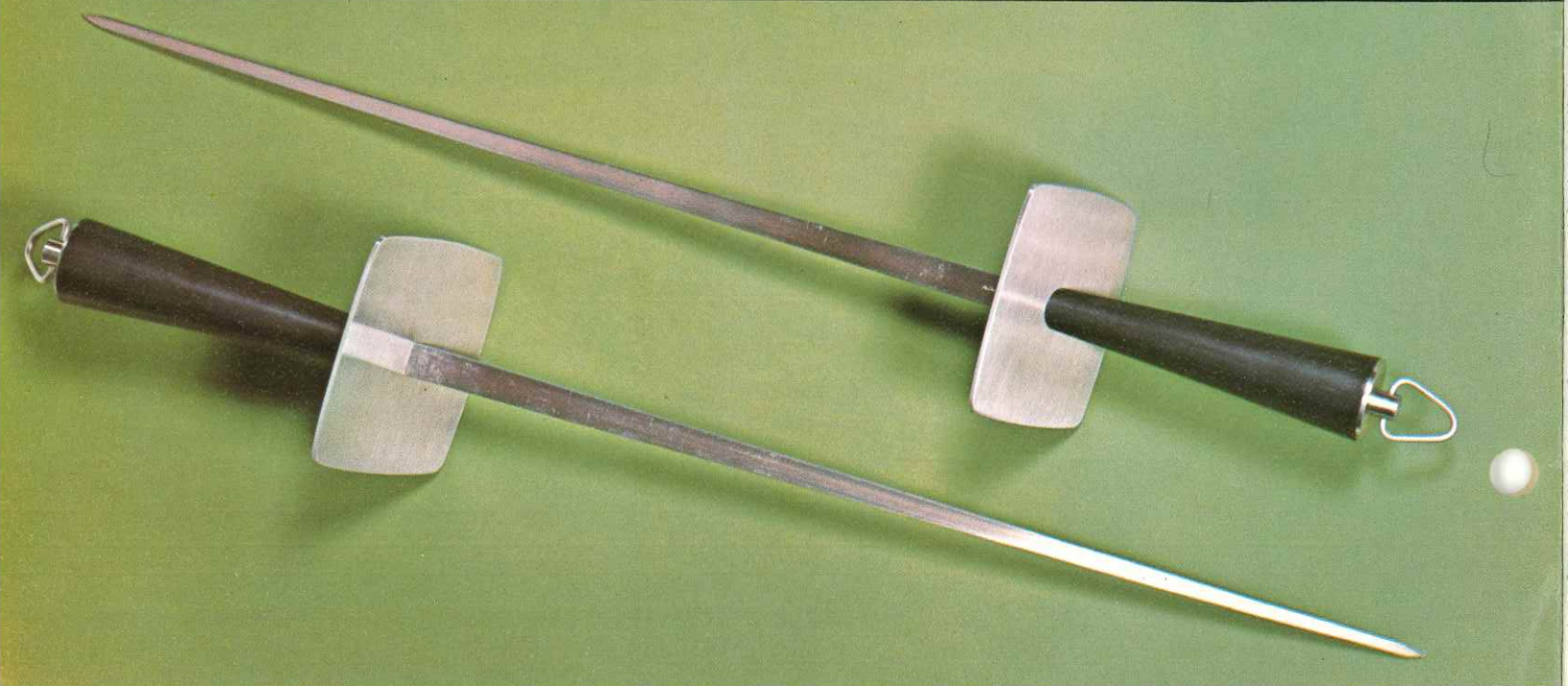
Design Patents Pending Nos. 325 and 700.

All the above gifts are packed in fine black and silver gift boxes with appropriate romance cards. MAILERS AVAILABLE as follows: #533 @ 12¢; #325 @ 15¢; #14 @ 13¢ and #700 @ 10¢ each net. Do not specify extensive ad copy on Postmaster and Wallstreeter, space is limited.









The Halmstad Pitcher

People who *know*, will recognize at once this graceful creation as a wonderfully fine example of modern art.

Molded of solid 18/8 chrome-nickel stainless steel, and patiently hand-finished by Swedish Master Craftsmen, it is a melody of subtle curves and planes. The cover lift and handle are matched pieces of lustrous teak.

The appearance is striking; the quality exceptional.

The Halmstad measures 8-inches in height and has a capacity of eight cups. Its gift value and day-after-day usefulness will span a lifetime, and it will hold its shining beauty year after year with no more care than simple washing.

A remembrance that welcomes comparison where only the very best is good enough.

Packed in an attractive mailer at no extra charge with an appropriate romance card.

	3-5	6-11	12-24	25-49	50-99	100 and up
No. 591	$22.20	$21.70	$21.30	$20.90	$20.60	$20.30

Design Patents Pending.
A

Shish-Ka-Bob Swords

These matched swords are very high in remembrance value because they tap basic yearnings of the masculine heart. Crossed in the manner of rapiers for display over a fireplace or on the wall, they are shining emblems of adventure and romance. Being useful too, they will, of course, stir an amateur chef into a flaming demonstration of his art.

Needle sharp skewers of solid stainless steel that won't chip, discolor, or tarnish, are solidly set in insulating handles of smooth black plastic. Blade cross section is rectangular to keep cuts from turning on the spit. Stainless steel guard-rests keep handles cool. 21½-inches long, they are scientifically tapered to spit anything from a hummingbird to a beef roast.

Packed as a set in an attractive mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 404 (Pair)	$6.30	$6.10	$5.95	$5.85	$5.25

Design Patents Pending.
1-4A 5B

The Astrid Butter Dish

A gift that sparkles with good taste and spectacular quality. Combines the finest American design with the best European craftsmanship. Send the Astrid with confidence. It will be a credit to you, and be received with deep satisfaction.

The removable insert is hand-rubbed walnut. The tray, genuine Swedish 18/8 chrome-nickel stainless steel. The Astrid is 3-inches by 8-inches with 1-inch handles. It is ½-inch deep, and will hold a quarter-pound of butter. The knife is solid stainless steel.

Packed in a fine gift box with a suitable romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 1022	$5.10	$4.90	$4.80	$4.70	$4.20

Design Patents Pending. MAILERS AVAILABLE at 10¢ each, net.
1-4A 5B

The Kalmar Fruit Bowl

Here is certified excellence from the hands of Old World Master Craftsmen. Perfected in Sweden, the Kalmar is hand finished throughout, and shows in every line and highlight the painstaking care lavished upon it.

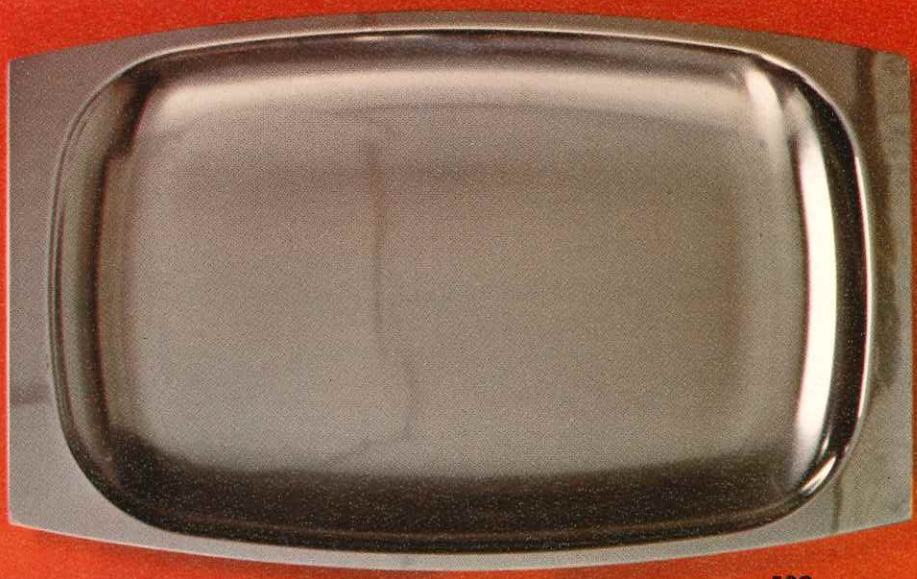
The metal is everlasting chrome-nickel stainless steel, a fabulous accomplishment of the latest scientific knowledge and techniques. It will not chip, nor rust, but will retain its brilliance years on end without special care. The wood is beautifully grained walnut. Measuring 10-inches long, 8½-inches across the top, and 4¼-inches deep, the Kalmar will sparkle under the most critical appraisal and reflect to advantage your good taste and judgement.

Packed in an attractive mailer at no extra charge with an appropriate romance card.

	6-11	12-24	25-49	50-99	100 and up
No. 532	$13.30	$12.90	$12.60	$12.30	$12.00

Design Patents Pending.
A

576



509

572

519

579

Kungsholm – Gripsholm – Svaneholm – Karsholm

Heirloom quality in stainless steel. Made in Sweden by craftsmen whose work is the product of centuries of tradition. The most modern techniques in metallurgy and chemistry perfected this 18/8 chrome-nickel steel. The result is a symphony of durability and shining loveliness cast in metal. These are gifts for a lifetime.

THE KUNGSHOLM measures 17½ by 10⅛-inches. It is large enough for a turkey, roast, or ham.

THE SVANEHOLM is full size too, measuring 15½ by 6 inches. It is a masterpiece of utility. Just the thing for bread, rolls, for snacks, for hors d' oeuvres, or for relishes. Is also a lovely decorative centerpiece for the table.

THE GRIPSHOLM is 12½ by 7¾ inches. Ideal for candies, nuts, hors d' oeuvres, sandwiches, and cake. A wonderful platter for sizzling steaks, too. Can be placed directly under the broiler without damage.

THE KARSHOLM SERVETTES measure 6½ by 5¼ inches, and are 1½ inches deep. Perfectly matched, they are wonderful individual serving bowls for salads, ices, desserts, or for cheese dips, nuts, or candies.

All are packed with romance cards in deluxe gift boxes with gray kraft sleeves.

	6-11	12-24	25-49	50-99	100 and up
No. 519 Kungsholm	$13.60	$12.80	$12.40	$12.00	$11.80
No. 510 Gripsholm (set of 2)	12.70	12.20	11.90	11.60	11.30
No. 509 Gripsholm (Single)	6.80	6.40	6.20	6.00	5.90
No. 576 Svaneholm	8.00	7.70	7.40	7.20	7.00
No. 572 Karsholm Bowls (set of 2)	8.80	8.20	8.00	7.80	7.60

U. S. Patent D182,626.
MAILERS AVAILABLE at 13¢ each, net, for all but 519 which is 18¢ each, net.
A

The Svaneholm Snack Tray

This is the same handsome Svaneholm Tray discussed above, but exciting new utility has been added, and a brand new function emphasized. With a solid walnut cutting block in the center and two longitudinal dividers, this snack tray can be divided at will into two, three or four sections. By removing both block and dividers, full use of the original tray is restored.

Besides its other uses—and these are many—this snack tray is now a dream tray for serving cold cuts, cheeses, crackers, hors d' oeuvres: indeed, for snacks of all kinds. It's a tremendous remembrance value.

Packed with an appropriate romance card in a fine black and silver gift box with a gray kraft sleeve.

	6-11	12-24	25-49	50-99	100 and up
No. 579	$11.40	$10.90	$10.60	$10.30	$10.00

MAILERS AVAILABLE at 13¢ each, net.
A

The Sundsvall Vegetable Dish

A splendid new addition to our very exclusive family of Swedish handcrafted hollow ware.

It's made of the most wonderful metal known to man: solid 18/8 chrome-nickel stainless steel. The handles are genuine matched-grain teak. It's a product born of the latest techniques of modern science and the ancient prideful workmanship of the Old World Hand Craftsman.

The Sundsvall is 12-inches long, 6½-inches wide, and 1½-inches deep, and has everything sought after in a remembrance: the lofty quality, the flawless design, the luxury look. Mark it now for those people who count the most with you.

Packed in a fine black and silver gift box with an appropriate romance card.

No. 595

6 -11	12-24	25-49	50-99	100 and up
$9.30	$9.00	$8.70	$8.40	$8.25

Design Patents Pending

MAILERS AVAILABLE at 22¢ each net.

A

The Asgaard Gravy Boat

An original and exclusive table set of exceptional quality. Everlasting stainless steel combined with selected, hand-rubbed teak in a design of timeless perfection. Notice the rounded contours, the molded symmetry of the styling, the flawless finish. Here is a remembrance that will be as attractive and modern tomorrow—and for years to come—as it is today.

The Asgaard is a handcrafted product of Sweden, and shows in every detail the prideful care of the Old World Artisan. The metal is solid 18/8 chrome-nickel steel, the world's finest. It will never wear out, and never lose its brilliant satin and mirror finish. It is rust-proof, stain-proof and non-tarnishing.

Functional in the best modern sense, the Asgaard is made to be used. The ladle handle is curved so it can't slip into the bowl.

Packed in a fine black and silver gift box with appropriate romance card.

No. 525 (Excluding Ladle)

12-24	25-49	50-99	100 and up
$6.50	$6.30	$6.10	$6.00

No. 552 Ladle Optional @ $1.20 each in any quantity—A.

U. S. and Foreign Patents Pending

MAILERS AVAILABLE at 13¢ each, net.

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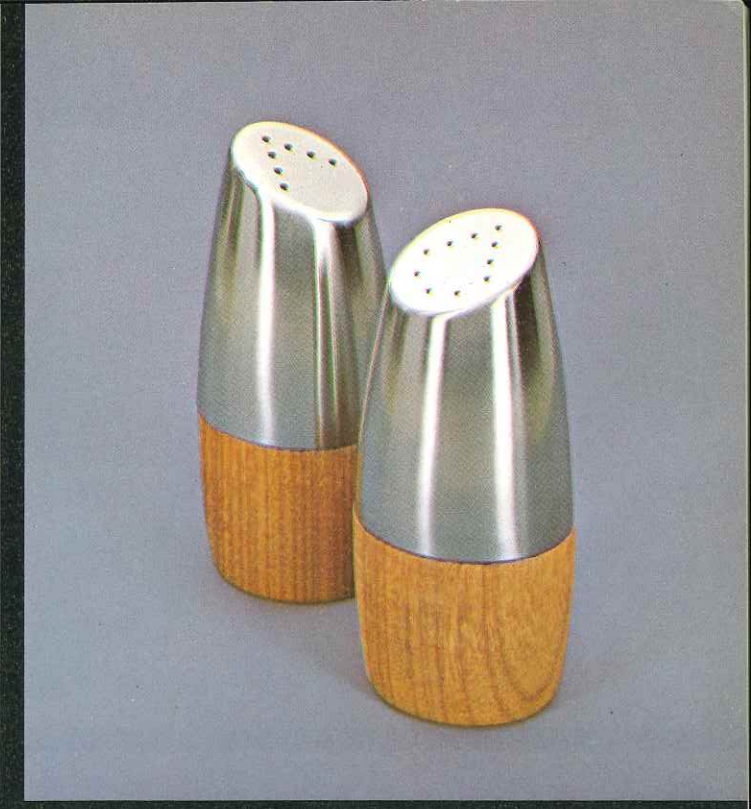

The Scandia Salt and Pepper Set

A truly unusual set of SALT AND PEPPER SHAKERS perfectly crafted in Sweden of 18/8 chrome-nickel stainless steel and beautifully grained teakwood. Classic elegance in a design that is modern as tomorrow. The shakers are 4-inches tall and 1½-inches wide at the base. The tops are beautifully tapered, creating a silhouette that is refreshingly different. A gift that will give a lifetime of satisfactory use.

Packed in a deluxe black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 559	$6.50	$6.20	$5.90	$5.75	$5.10

Design Patents Pending.
MAILERS AVAILABLE at 10¢ each net.
1-4A 5B

The Malmo Condiment Dish

The CONDIMENT DISH is 2-inches high and about 4-inches in diameter, with a cover of walnut. The L-shaped ladle is designed to rest securely on the rim.

A useful container for horse radish, mustard, pickles, catsup, spiced sauces, and other condiments. It is excellent for cheese dips, preserves and dressings. In combination with the Salt and Pepper Shakers it may well function as a sugar bowl.

A gift that cannot be duplicated. It is available singly or in pairs. Meant for the individual who wants and appreciates the new and different. Packed in a fine black and silver gift box with an appropriate romance card.

No. 599 (Condiment with Ladle)

12-24	25-49	50-99	100-249	250 and up
$5.10	$4.90	$4.70	$4.60	$4.10

No. 562 (Pair Condiments with Ladles)

9.60	9.30	9.10	8.90	8.00

Design Patents Pending.
MAILERS AVAILABLE at 10¢ each net for No. 599; 14¢ for No. 562.
1-4A 5B

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C

D

E

Fabulous Gift Sets

The exquisite gifts shown here were made from original designs. They are the handwork of Swedish Master Craftsmen using the most lovely and durable of all modern metals: solid 18/8 chrome-nickel steel. The matching wood is hand-rubbed walnut and teak.

These are gifts in the magnificent tradition, creations of unusual quality and enduring beauty. They are all beautifully packaged in a black and silver gift box with an appropriate romance card. Any one of them you choose for a friend or valued customer, will speak most eloquently for you in the language of good taste and thoughtfulness.

A **Karlskrona: Lazy Susan** Stainless steel trays are 9-inches long, 6-inches wide, and 1-inch deep. Walnut stand is 15-inches in diameter, and mounted on roller bearings. Moves at the touch of a finger.

	6-11	12-24	25-49	50-99	100 and up
No. 590	$21.50	$20.90	$20.60	$20.30	$19.90

U. S. and foreign patents pending.
Aircell mailer included at no extra charge.

A

B **Carousel:** Combines the two *Malmo* condiment dishes and ladles with the *Scandia* salt and pepper set shown on page 7. Tray is 11¾-inches by 6-inches. Turns easily on ball bearings.

	6-11	12-24	25-49	50-99	100 and up
No. 560	$20.00	$19.80	$19.50	$19.20	$19.00

Design Patents Pending.
MAILERS AVAILABLE at 18¢ each net.

A

C **Goteburg: Sugar and Creamer** Walnut tray is 11¼-inches by 4¼-inches. The stainless steel sugar bowl and drip-proof creamer are 5½-inches long, 4¼-inches wide, and 1½-inches deep. The matching ladle is optional.

	12-24	25-49	50-99	100 and up
No. 582	$6.40	$6.20	$6.10	$5.98

No. 556 Sugar Spoon. Optional @ 64¢, any quantity.—A

Design Patents Pending.
MAILERS AVAILABLE at 14¢ each net.

A

D **Stockholm: Host Set** Stainless steel bowls are 6½-inches by 5¼-inches and 1½-inches deep. Walnut tray is 20-inches wide, by 6½-inches. Matching ladles optional at extra cost.

	6-11	12-24	25-49	50-99	100 and up
No. 570	$14.60	$14.20	$13.90	$13.60	$13.30

No. 552 Matching Ladles. Optional @ $1.20 each any quantity.—A

U. S. and foreign patents issued and pending.
MAILERS AVAILABLE at 18¢ each net.

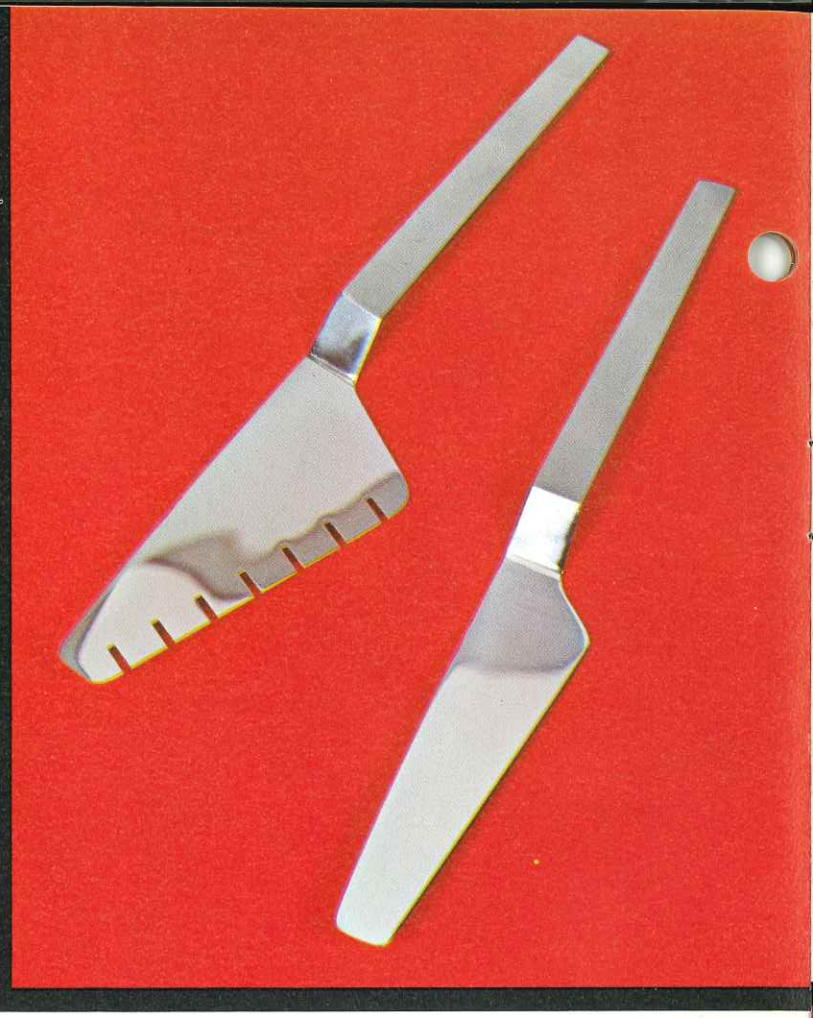
A

E **Starbright: Chafing Set** Chafing dish is 9½-inches long including handles. Overall height is 5-inches. Base is 5-inches in diameter. Candle holder is frosted glass.

	12-24	25-49	50-99	100 and up
No. 515	$9.20	$9.00	$8.90	$8.00

U. S. and foreign patents pending.
MAILERS AVAILABLE at 16¢ each net.

1-3A 4B



The Viennese Serving Spoons

A masterpiece of design.

These are serving implements of such singular elegance they command attention. Peerless quality is evident, of course. The set was made by the Swordsmakers of Steyr in Austria, and the finish sparkles with the perfection of their handiwork.

Made of solid stainless steel, the fabulous metal that stays bright and shining for a lifetime, and never needs special care, these Viennese Spoons are extraordinarily useful. The handles are offset so the spoons won't slide into the bowl. The slotted vegetable spoon automatically drains off the fluid when it is used.

Suitable for any dining occasion from formal to buffet, and a credit to any table.

Packed in a fine flannel roll in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 565	$4.90	$4.70	$4.50	$4.00

Design Patents Pending

MAILERS AVAILABLE at 10¢ each, net

1-3A 4B

The Viennese Cake Knife and Spatula Set

An original design and treatment in a serving set that is too often neglected. The dessert is the climax of a fine dinner whether it is at the formal table or buffet. It's the time when fine implements are particularly noticed.

This set is of the same fine quality and design as the serving spoons at the left. The handles are offset to keep them off the dish. The cake knife blade is scientifically shaped with accurately spaced serrations to cut the lightest cake with ease. Designed to cut and hold, using both knife and spatula, this set makes the whole process of cutting and serving delightfully easy. The spatula used alone is a fine instrument for cutting and serving pie.

A remembrance that fills a need, that will be welcomed and used. Packed in a fine flannel roll and gift boxed with an appropriate romance card. Cake knife also available singly.

No. 470 (Sets)

25-49	50-99	100-249	250-499	500 and up
$4.75	$4.50	$4.30	$3.85	$3.45

No. 469 (Cake Knife)

$2.60	$2.50	$2.45	$2.15	$1.93

MAILERS AVAILABLE at 10¢ each, net

1-3A 4B 5C

Mood Moderne

Winner of the GOOD DESIGN AWARD of the Museum of Modern Art

This flatware is not only designed for beauty, but for functional use as well. The unusual shape of the knife blade, together with the extreme concavity of the forks and spoons, makes dining both easier and more pleasant. All the implements are full size. The Dinner Fork measures 8", the Dinner Knife 8¾", and the Soup Spoon 7⅜".

The knives, forks and spoons are made of high quality stainless steel. All of the implements are beautifully satin finished, with highly polished blades on the knives. Supreme in design, incomparable in quality, this lovely flatware was made by European master craftsmen with centuries of experience in cutlery making behind them. It is a gift of which you can be very proud.

This set comes wrapped in a fine flannel pouch that can be used permanently. Packed in a black and silver gift box with an appropriate romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1424 6 pc. place setting. Service for four (24 pcs.)	$16.60	$16.10	$15.90	$15.70
No. 1636 6 pc. place setting. Service for six (36 pcs.)	24.50	23.70	23.20	22.95
No. 1848 6 pc. place setting. Service for eight (48 pcs.)	32.15	31.20	30.60	30.30
No. 1420 5 pc. place setting. Service for four (20 pcs.)	12.75	12.45	12.20	12.10
No. 1630 5 pc. place setting. Service for six (30 pcs.)	18.85	18.35	18.05	17.85
No. 1840 5 pc. place setting. Service for eight (40 pcs.)	24.80	24.05	23.65	23.45
No. 1416 4 pc. place setting. Service for four (16 pcs.)	10.95	10.65	10.45	10.35
No. 1624 4 pc. place setting. Service for six (24 pcs.)	16.00	15.55	15.25	15.10
No. 1832 4 pc. place setting. Service for eight (32 pcs.)	21.10	20.50	20.10	19.90

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service—eliminate butter spreader.

For four-piece service—eliminate butter spreader and salad fork.

U. S. Patent Nos. D-173,784, D-173,785, D-173,786

MAILERS AVAILABLE at 13¢ each, net.

C

IMPORTED
CASE No. 30/456
SWORDMAKERS
GUILD OF
AUSTRIA
IMPORTED
CASE No. 302
SWORDMAKERS
GUILD OF AUSTRIA
IMPORTED
CASE NO. 459
SWORDMAKERS
GUILD OF
AUSTRIA

The Delmonico Chef Set – Chef Knife – Chefette Knife

The design, shape, and balance of these remarkable carving tools have been proved by centuries of experience in the world's most famous kitchens. They are professional instruments made in Austria by the Ancient Guild of Swordsmakers. The quality is exceptional: hot forged of stainless steel, and individually hand-honed and polished.

THE DELMONICO SET: Consists of three instruments. A 15-inch Chef Knife for cutting and chopping. A Roast Knife 17-inches long for slicing, and a 13-inch Poultry Knife to carve fowl.

THE CHEFETTE KNIFE: A smaller version of the Chef Knife, but the same high quality and perfect finish throughout. Measures over 10-inches in length. A wonderful utility carving tool.

The Delmonico Set and the Chef Knife are individually packed with a suitable romance card in an original import case impressively stamped with the imprint of the Ancient Austrian Swordsmakers' Guild. The Chefette Knife is packed in a simulated import case which also carries the prestige imprint of the Swordsmakers' Guild.

	12-24	25-49	50-99	100-249	250 and up
No. 366 (Chef Set)	$13.50	$13.35	$13.20	$13.05	$11.50
No. 362 (Chef Knife)	6.00	5.70	5.50	5.40	4.80
No. 459 (Chefette Knife)	3.10	2.90	2.70	2.60	2.30

Design Patents Pending

MAILERS AVAILABLE at 10¢ each, net for Nos. 362 and 459 and 15¢ each, net for No. 366

1-4A 5B

The Delmonico Steak and Carving Set

If you want to cause a stir with your gift, send this combination. Rarely has anything so impressive been seen on the gift market. The set is composed of the Delmonico Carving Set plus the Delmonico Steak Set illustrated on the following page, packaged in a slide-top original import case imprinted with the crest of the Ancient Swordsmakers' Guild of Austria. A suitable romance card is also included. Anyone seeing this package knows immediately that here is something extra-ordinary and very very special. And they would be right. Quality is implicit in every shining inch of these sleek, beautiful implements.

Send this Delmonico Set, it will mark you as a man to remember.

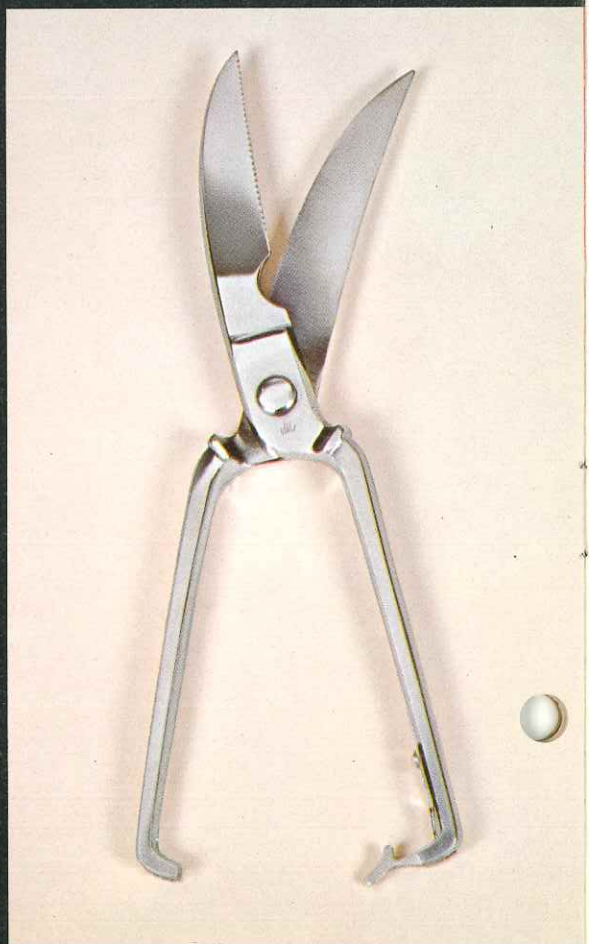
	12-24	25-49	50-99	100 and up
No. 307	$18.10	$17.80	$17.50	$17.20

MAILERS AVAILABLE at 18¢ each, net.

A

IMPORTED
CASE N
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS

CASE N
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS



The Delmonico Carving Set

These are beautiful carving instruments, and are every bit as good as they look. Hot forged and quenched from everlasting stainless steel and polished to a glowing satin and mirror finish they represent some of the finest work of the Ancient Guild of Swordsmakers of Steyr, in Austria.

The set consists of the basic carving knife, a ham and beef slicing knife, and a serving fork. The design is Modern American which means that blade contour is the most efficient known for carving; that weight and balance are exactly what they should be to make the job of carving easy. The cutting edges of the knives are scientifically ground to stay keen longer, and to make re-sharpening easy.

Packed with an appropriate romance card in an original import case proudly displaying the imprint of the Austrian Swordsmaker's Guild on the cover.

Also may be had in a fine flannel roll, neatly tied and gift boxed.

No. 306 (in import case)

12-24	25-49	50-99	100-249	250-499	500 and up
$10.20	$10.00	$9.80	$9.60	$8.60	$7.70

No. 365 (in flannel)

8.75	8.50	8.35	8.15	7.25	6.55

MAILERS AVAILABLE #365 @ 9¢; #306 @ 15¢ each net.
1-4A 5B 6C

The Eldorado Salad Set

This new and impressively different salad set is notable for its brilliant styling and the way both fork and spoon are shaped for efficiency. The fork tines won't clog, and the flat-tipped spoon mixes thoroughly to the bottom of the bowl. The contoured sides and edges prevent any dripping to the handles. Both implements are 12-inches long, and precisely weighted and balanced.

The Eldorado is another triumph of the Swordsmakers of Steyr in Austria working with the preferred metal of our times: rich, durable, and carefree stainless steel. With such tools, mixing and tossing a salad becomes a labor of love.

Packed in a fine flannel roll neatly tied and gift boxed. An appropriate romance card is included.

No. 359

12-24	25-49	50-99	100-249	250 and up
$6.20	$6.00	$5.90	$5.80	$5.20

Design Patents pending
MAILERS AVAILABLE at 13¢ each net
1-4A 5B

The Delmonico Steak Set

This lovely set of matched steak knives was compounded of 20th century magic in metallurgy and a thousand years of skill and experience in making the world's finest cutlery. The Swordsmakers of Steyr in Austria hot forged these knives of everlasting stainless steel, and hand finished them to a glowing satin and mirror finish. They will never rust, stain, chip, nor tarnish.

Each blade is scientifically shaped for efficient cutting, precisely weighted and balanced, and hand honed to a razor edge. This set is made for use, and intended for a lifetime. It is a most fitting way to remember a friend, and to insure that he remembers you.

Packed with an appropriate romance card in an original import case stamped with the crest of the ancient Swordsmaker's guild. Also available in a fine flannel roll, neatly tied and gift boxed.

No. 317 (in import case)

12-24	25-49	50-99	100-249	250-499	500 and up
$8.85	$8.65	$8.45	$ 8.30	$7.40	$6.65

No. 318 (in flannel roll)

7.90	7.70	7.50	7.40	6.65	6.00

MAILERS AVAILABLE at 10¢ each net
1-4A 5B 6C

The Delmonico Game Shears

These powerful game shears have much to recommend them as prestige builders. The appearance is distinguished: they have the same sleek streamlining as the Delmonico Steak and Carving Sets. The design is ingenious, the workmanship flawless, and the construction rugged.

A tool of such superb quality is welcome in any household. The compound action snips through poultry bones with ease. With one serrated blade, short work is made of trimming and cutting the toughest gristle. These shears have proved a great help in cutting frozen foods, too.

Made of tempered scissor-steel, the instrument is fully chrome plated, and hand polished to a beautiful bright and satin finish. A concealed spring pushes the handles apart. The action is positive and dirtproof.

A remembrance with impact, reflecting a value far beyond its cost.

Packed in a fine gift box with an appropriate romance card.

No. 40

12-24	25-49	50-99	100-249	250-499	500 and up
$5.00	$4.70	$4.50	$4.40	$3.90	$3.50

U.S. Patent D-176,994
MAILERS AVAILABLE at 13¢ each, net.
1-4A 5B 6C

The Encore Coaster and Ashtray Caddy

These lovely stainless steel trays serve the needs of many occasions. They make sparkling, easy-care, individual ash trays. They form a matched set of beautifully modern coasters, or they can be used appropriately to serve nuts, candies and confections. Made of the world's finest chrome-nickel steel polished to a gleaming satin and bright finish, they will be welcomed with deep satisfaction. The glowing walnut block is itself unusual. For ready use, the trays are placed in the diagonal slots. For storage they nestle one on top of the other in a cavity carved into the wood.

Ad copy is available for the bottom of the caddy base. This can be either gold or silver stamped on an appropriate swatch.

Packed in a fine black and silver gift box with an appropriate romance card.

No. 507

25-49	50-99	100-249	250-499	500 and up
$5.10	$5.00	$4.95	$4.45	$4.03

Swatch for bottom of base 5¢ each net, plus cost of gold or silver stamping.

MAILERS AVAILABLE at 10¢ each net.

1-3A 4B 5C

La Reine

Shimmering loveliness in glass from the hands of Old World master craftsmen. Tinted a delicate smoke-topaz and hand blown, the result is a glass of unusual clarity and brilliance. Designed to lend an air of smooth sophistication to any setting, this sparkling decanter set is light, well balanced, and ever so easy to use. The La Reine implies a compliment: the individual receiving it knows at once that he is regarded as having an understanding and appreciation of fine things. Packed in a gift box with suitable romance card.

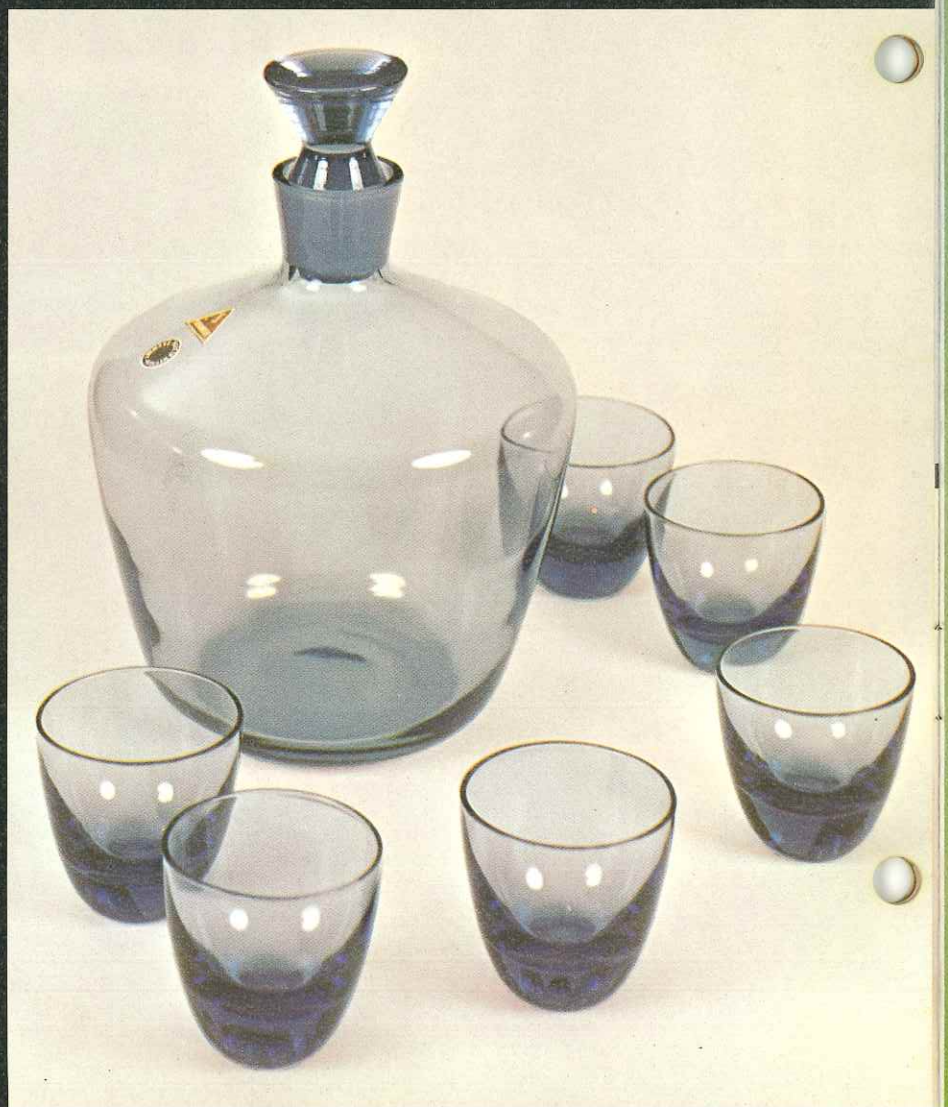
All that is needed to send the package on its way is a properly addressed mailing label.

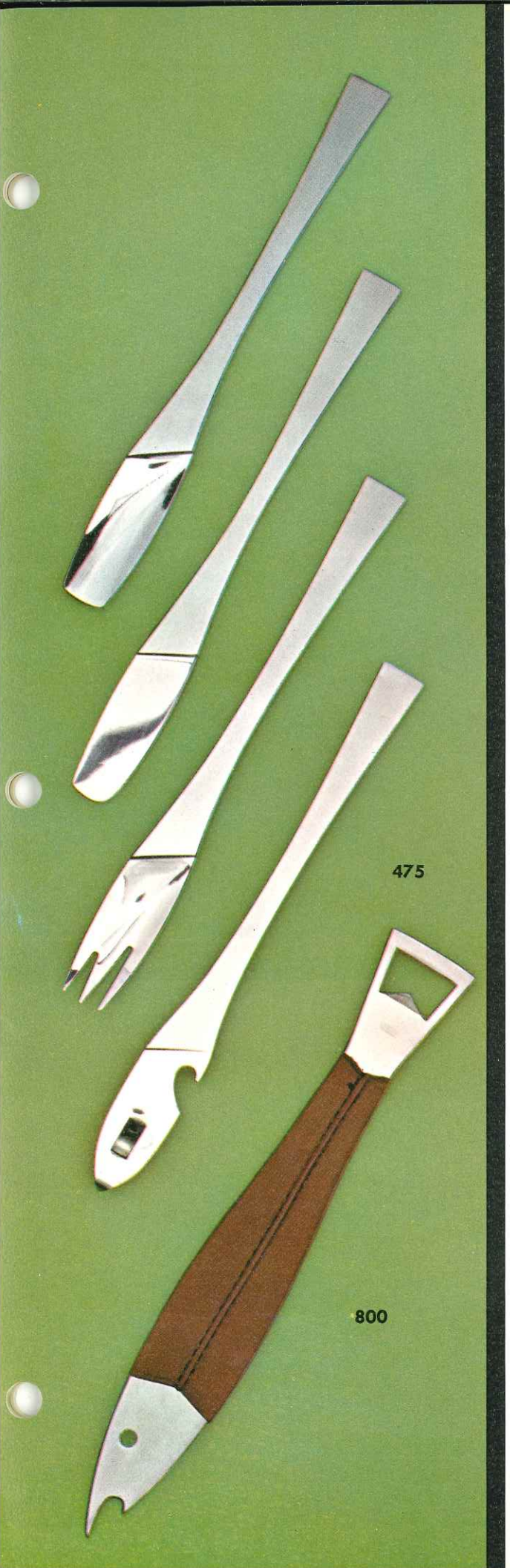
No. 601

6-11	12-24	25-49	50-99	100 and up
$10.80	$10.30	$9.90	$8.90	$8.05

MAILERS INCLUDED at no extra charge.

1-3A 4B 5C





The Eldorado Bar Set

A professional set of bar tools that will please the expert, and flatter the novice. There's a mixing spoon, a fork, a knife, and a double-action can and bottle opener.

With this bar set the enthusiastic host has everything he needs to serve late snacks or to put together a simple highball or the most complicated cocktail, and do it in style. Implements are solid stainless steel beautifully hand finished by European master craftsmen. Design is Modern American. Each unit is scientifically shaped, weighted, and balanced for its job.

Wrapped in a fine flannel roll, and packed in a deluxe black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 475	$6.80	$6.50	$6.30	$5.60	$5.00

Design Patents Pending

MAILERS AVAILABLE at 8¢ each net

1-3A 4B 5C

The Neptune

To achieve the look and feel of luxury in a bar accessory is not easy, but it's been done here.

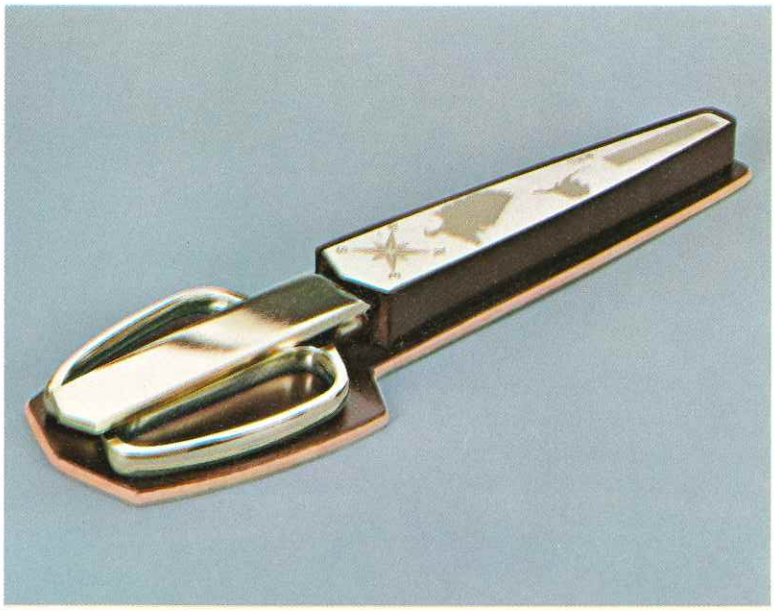
The Neptune, naturally, is an import, and shows to the last detail the scrupulous care that is the hallmark of the European craftsman. It's a full 6-inches long. The bottle openers at each end are of different design to handle every size and description of cap. They work with machine precision. Click . . . and the cap is off . . . no fumbling, no slipping. Made of gleaming stainless steel with the handle overlaid in handstitched top-grain cowhide, the Neptune is a remembrance of unusual imagination and quality. Silver stamped individual names, monograms or ad copy are available on the leather.

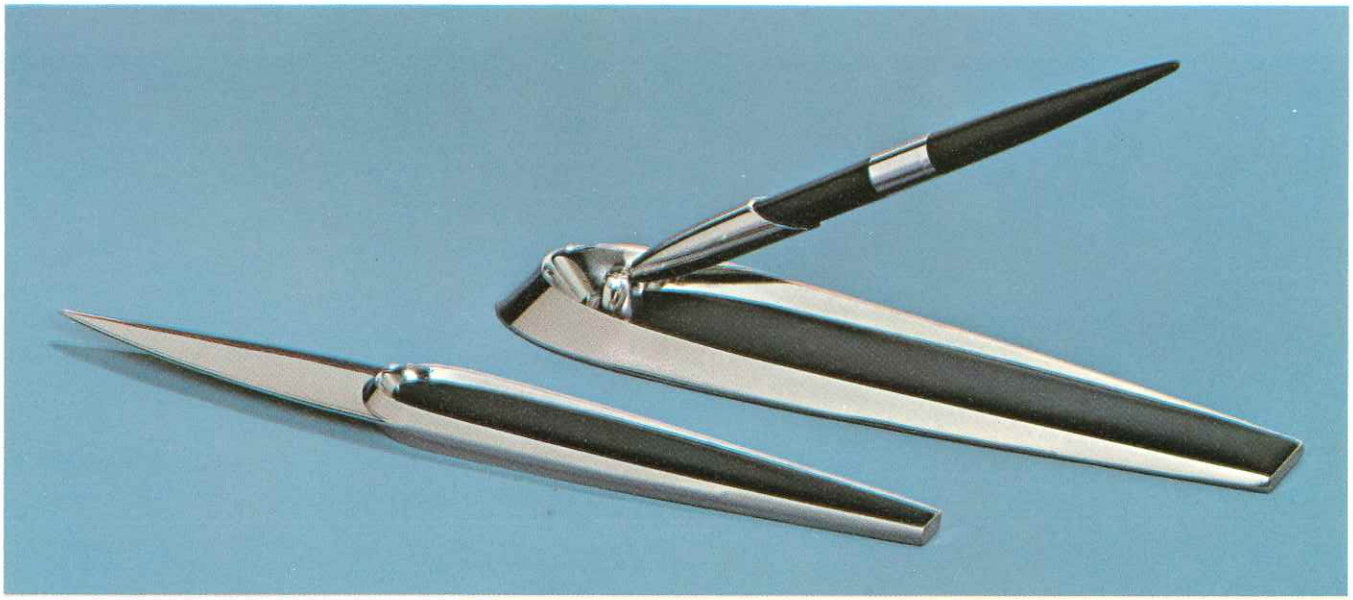
Packed in a deluxe black and silver gift box with an appropriate romance card.

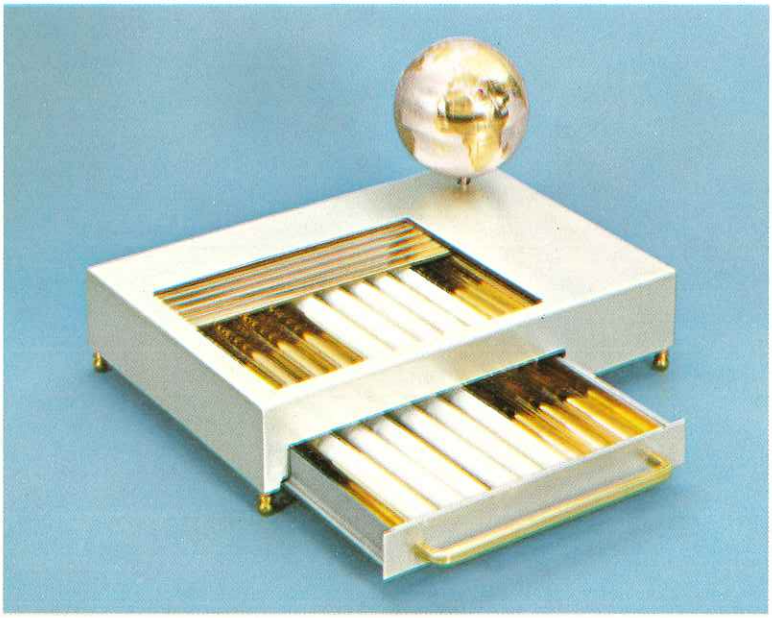
	25-49	50-99	100-249	250-499	500 and up
No. 800	$3.30	$3.10	$3.00	$2.70	$2.45

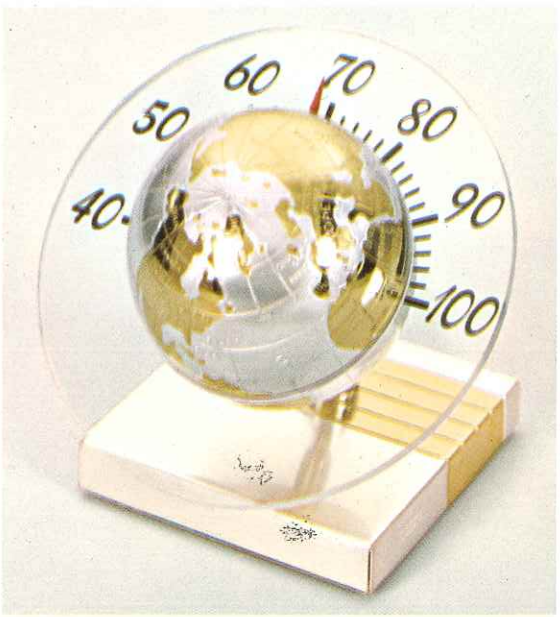
MAILERS AVAILABLE at 7¢ each net.

1-3A 4B 5C





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The World – Time Paperweight

The avid interest these days in the world and the space around it makes this rich looking novelty most appropriate. It's sure of desk space wherever it goes, and equally sure of being admired and talked about. It's a collector's item.

This device is an authentic replica of a master globe. The horizontal ring marks the time zones of the earth. It tells you, for example, that at noon in Chicago, it's 6:00 P.M. in London, and 3:00 A.M. tomorrow morning in Singapore. The vertical ring is movable, making it possible to tip the globe at any angle to show different areas.

The gleaming finish is brushed satin-silver and polished brass. The unit is 2¾-inches wide and 3-inches high. Ad copy can be placed on the bottom of the base.

Attractively gift boxed with a suitable romance card.

No. 635

12-24	25-49	50-99	100-249	250 and up
$6.85	$6.65	$6.45	$6.25	$5.60

Ad copy gold or silver stamped on a swatch for bottom of base 5¢ each net, plus cost of stamping.
MAILERS AVAILABLE at 11¢ each net.
1-4A 5B

The Caravelle Pen Stand

The regal appearance and genuine quality of the Caravelle Pen Stand will place it on the finest desk in any home or office. It's an aristocratic combination of gleaming metal and luxurious black leather, rich in value. Names, initials, or ad copy can be silver stamped on the padded black leather insert or put on a leather swatch on the bottom of the base. See inside back cover for details.

Packed in a fine gift box with a suitable romance card.

No. 658 (Pen Stand)

25-49	50-99	100-249	250-499	500 and up
$5.20	$5.00	$4.92	$4.40	$3.98

No. 659 Caravelle Ensemble (Pen Stand & Letter Opener.)

8.70 8.50 8.40 7.50

Nos. 658S (Pen Stand) and **659S** (Set) deluxe Sheaffer pen in place of standard pen: $1.00 net each, extra.

MAILERS AVAILABLE: No. 658, 10¢ net each; No. 659, 12¢.
1-3A 4B 5C Design Patents Pending.

The Magellan Musical Cigarette Dispenser

Old World charm hits a new high in this masterpiece of the unusual. Open the drawer, and the brass shutter slides back. A Swiss musical movement plays *Smoke Gets In Your Eyes,* and the world globe revolves with the music. At your fingertips are regular and king-size cigarettes.

A patented and exclusive import, the Magellan was made by one of the leading jewel box makers of Europe. The case is finished in satin-silver plate; the shutters, trays, and trim are gleaming brass; and the world globe is a combination of silver plate and golden brass overlay.

Mark the Magellan for the individual who has everything. You couldn't show friendship in a better way. Packed with a romance card in a fine gift box.

No. 213

3-5	6-11	12-24	25-49	50 and up
$34.50	$32.00	$30.00	$28.50	$27.20

Names or initials engraved on a 2¼" by ¾" nameplate for top of case at 75¢ each net.
U.S. Patent D 180,917
MAILERS included at no extra charge.
A

The Senator Library Set

A beautiful shear and letter opener combination in a motif of gold and silver, luxuriously cased in warm, rich leather. The shear is hot-forged, hand-honed scissor steel. It glistens with a mirror finish. The blades have been scientifically shaped so that when the shears are closed, only a tiny fraction of the blade edge is in contact at one time. This precision is found in only the most expensive instruments. The full size handle grips are for the masculine hand.

Gold stamped ad copy available on reverse side of scabbard, or under shear handles. Names or initials can be engraved in gold rectangle shown on decorative plate of scabbard. For details see inside back cover.

Packed in a fine gift box with romance card.

No. 769

25-49	50-99	100-249	250 and up
$8.40	$8.20	$7.35	$6.60

Engraving initials 21¢ each net; names 27¢ each net.
U.S. and foreign patents pending.
MAILERS AVAILABLE at 10¢ each net.
1-2A 3B 4C

The Caravelle Letter Opener

The Caravelle Letter Opener is a companion piece to the Pen Base at the left, and is a superb match for it in styling, quality, and remembrance value. As a gift by itself, or combined in a set with the pen stand, it will bring your message of friendly thoughtfulness into the office or home, and keep it there.

The instrument is 10-inches long, and features a padded black leather insert on both sides of the handle. Names, initials, or ad copy can be silver stamped on the leather on either side. See inside back cover.

Packed in a deluxe gift box with a suitable romance card.

No. 780 (Letter Opener)

25-49	50-99	100-249	250-500	500 and up
$3.80	$3.70	$3.60	$3.25	$2.95

Prices of the Pen Stand and Letter Opener Set listed at left.
MAILERS AVAILABLE at 10¢ each net.
1-3A 4B 5C Design Patents Pending.

The Planet

A gracious gift for the office or home; a precise, craftsman-built instrument, designed in America, and manufactured in Europe to Old World standards of perfection. The world globe design is itself unusual, and the silver-and-gold-color finish makes it sparkle. The pointer records the temperature, floating against a contrasting background of clear lucite with black numerals. Striking in appearance and ultra-modern, the Planet is 3½-inches high, and 3⅝-inches in diameter.

Ad copy, individual names or initials can be placed on the thermometer base, on a nameplate attached to the top, on a swatch on the bottom, or on the lucite dial.
See page 24 for details.

Packed in a fine gift box with a suitable romance card.

No. 680

12-24	25-49	50-99	100-249	250 and up
$5.80	$5.60	$5.40	$5.20	$5.00

U.S. and foreign patents pending
MAILERS AVAILABLE at 10¢ each net
A

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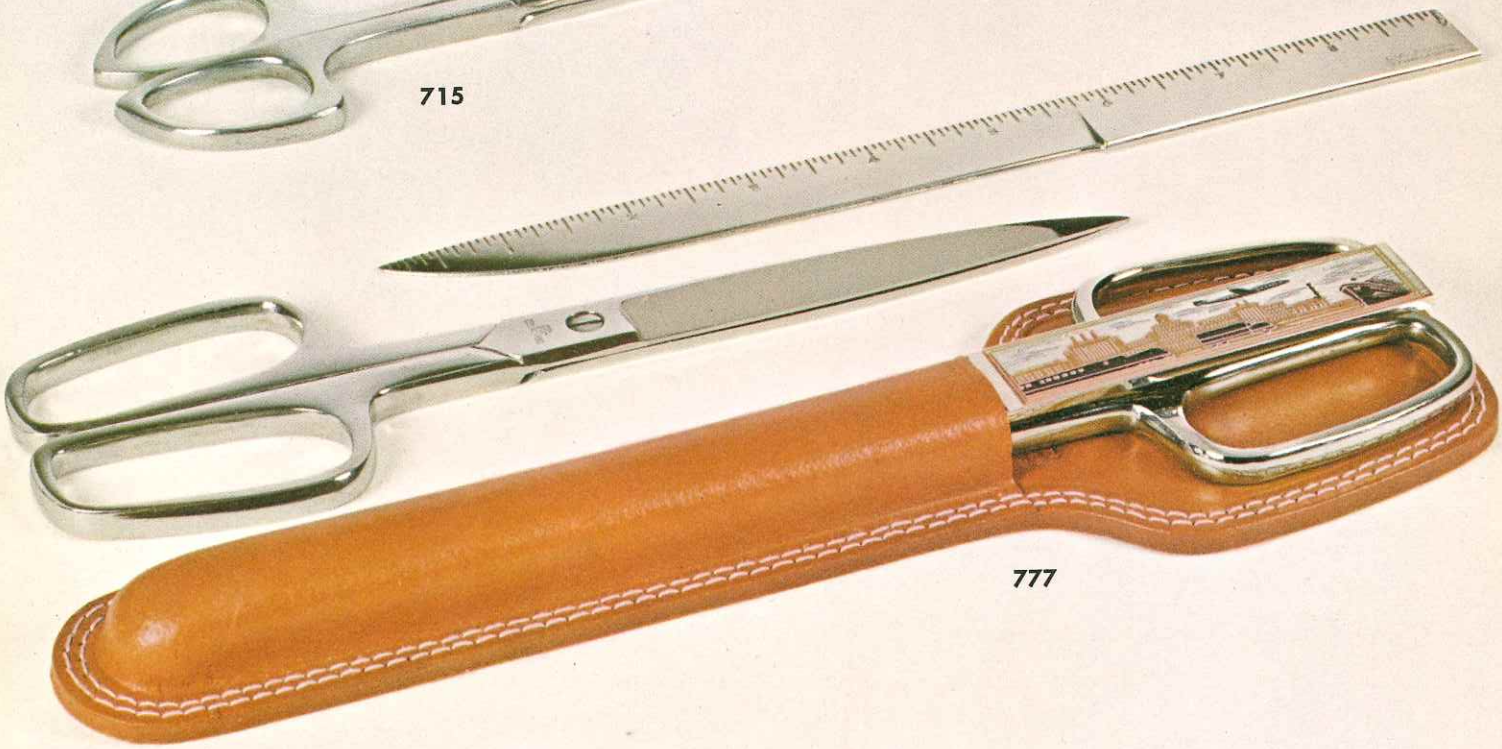

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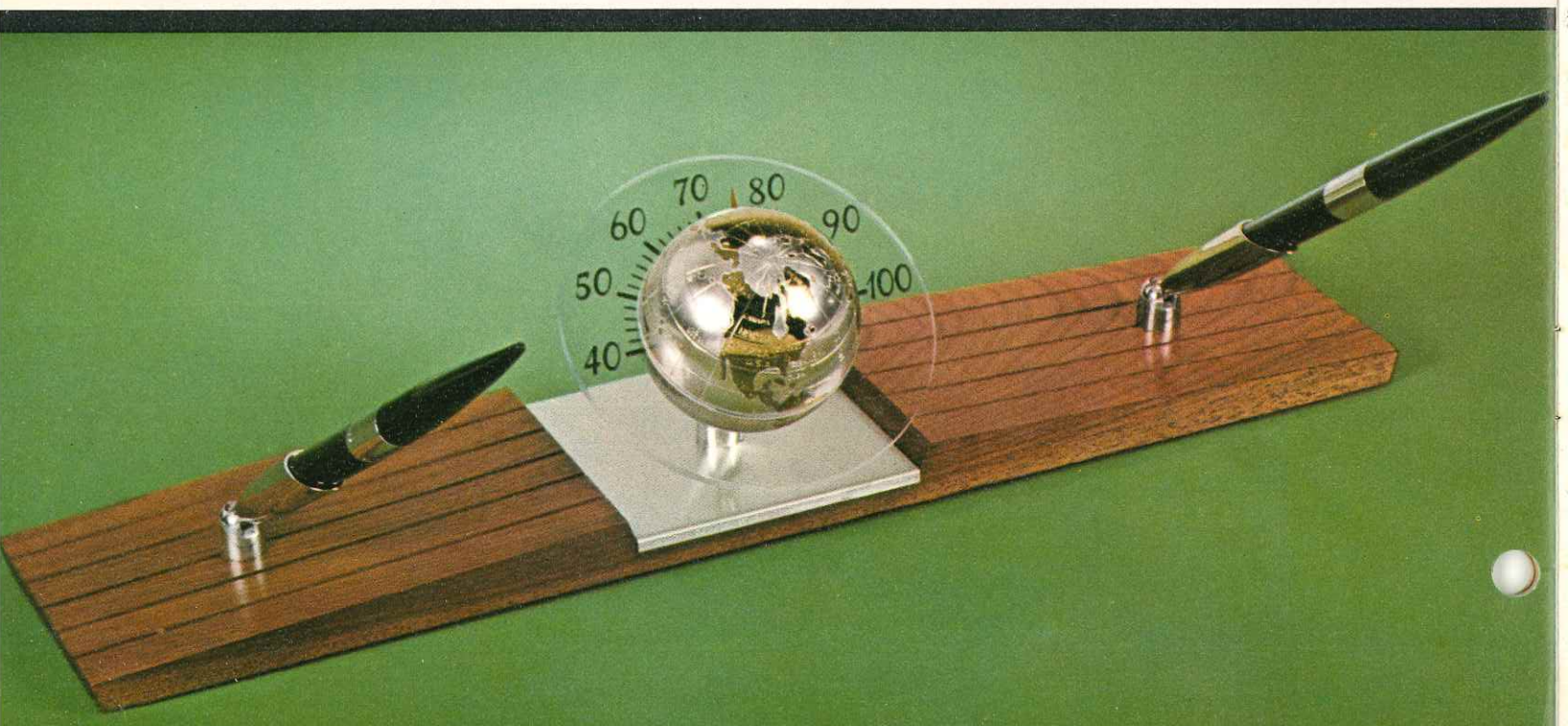


The Commander Library Set

A fine shear and letter opener of precision craftsmanship and enduring quality cased in a scabbard of genuine cowhide. Made in Solingen, Germany.

The shears are famous Solingen quality. The blades are hollow ground and carefully shaped so that, as the shears are closed, only a tiny part of the blades are in contact at one time. This makes precision cutting possible, and is a refinement usually found only in the most expensive instruments. The scissor handles have spacious inserts, a distinct convenience for the masculine hand. The shears are 9-inches long and 2⅜-inches wide across the handles.

The Letter Opener is 9-inches long, and features a brilliant color inlay in the curved handle. Both instruments are heavily nickel plated and polished to a gleaming mirror finish. For ad copy and personalization information see page 24.

A useful, much wanted desk tool, welcome in either the office or home, and a remarkable advertising value at a price suitable for quantity distribution.

Packed in a fine black and silver gift box with a suitable romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 715	$4.10	$4.00	$3.60	$3.25	$3.18

MAILERS AVAILABLE at 9¢ each net
1-2A 3B 4-5C

The Commerce and Industry Desk Set

A luxurious desk set combining a shear and letter opener in a rich looking scabbard of genuine cowhide. The gleaming instruments are fashioned in modern, slim-line design, and are handcrafted for precision cutting.

The Shears are hot forged from scissors steel, and tempered for strength and durability. Finish is heavy nickel-plate, buffed and polished to a shining luster. In styling these shears, emphasis has been placed on making them easy to handle and easy to use. The grips are wide and long and contoured to fit the masculine hand. The blades are hand-honed so that only a hairline of the edge makes contact at one time. This insures proper function and long life.

The handsome Letter Opener features an embossed handle inlaid with three fired enamel colors. The motif is a timely one, typifying commerce and industry. A convenient nine-inch ruler is engraved on the back of the blade. The entire instrument is heavily nickel-plated and polished to a mirror finish.

The scabbard is real cowhide, finished in a warm tan color. It is double saddle stitched and has a suede backing to keep it from scratching even the finest surface.

A substantial gift at moderate cost, but very high in remembrance value. For ad copy and personalization information turn to page 24.

Packed in a fine black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 777	$5.50	$5.30	$4.60	$4.15	$4.03

MAILERS AVAILABLE at 9¢ net.
1-2A 3B 4-5C

The Galileo Thermometer Pen Set

A combination that embodies prestige, brilliantly designed to give just a touch of the extravagant so highly valued these days, when even a fine gift has to be different in order to be noticed.

The Galileo Thermometer Pen Set is an impressive remembrance for the office or home. The base of selected walnut polished to a soft luster is gracefully tapered to give the piece a classic appearance. This is accented by the sleek ball-point pens which flare from each side. These pens swivel a full 360 degrees and use a standard refill.

The globe itself is identical to that featured in the Planet. Measuring 14-inches by 3-inches, with padded base, the set is just the thing to excite comment as well as admiration. It will act as a constant reminder of your good wishes.

The Galileo offers the same ad copy and personalization features as The Planet. See page 24 for details.

Packed in an attractive gift box with a suitable romance card.

	12-24	25-49	50-99	100 and up
No. 625	$10.60	$10.20	$10.00	$9.80

U.S. and foreign patents pending.
MAILERS AVAILABLE at 17¢ each net.
A

The Keyhook Knife

A remarkable value to emphasize your name and trademark. Combination pen knife, nail file, and keyholder with blades of surgical steel. Only 1-inch by 2-inches by 3/16-inches thick; as easy to carry as a 50-cent piece.

By a special process advertising can be inlaid in mother-of-pearl with nickel-silver or nickel-silver and color. This process (shown in the picture) makes your message durable as the knife itself, and adds to its attractiveness.

Ads can also be surface printed on the simulated mother-of-pearl. The other side of the knife (not shown in the picture) is nickel-silver. Ad copy, names, or initials can be engraved on this side of the knife. See page 24.

Packed in a fine gift box with romance card.

No. 160

25-49	50-99	100-249	250-499	500-999	1000 and up
$3.45	$3.35	$3.30	$3.25	$3.20	$3.17

Penny Jingle cards available at 2½¢ each net.
MAILERS AVAILABLE at 7¢ each, net.
U.S. and foreign patents issued.
C

The Big Inch

Feather light combination 36-inch steel rule and key chain. Wafer thin, only 7/16-inches thick and 1¼-inches square. Easy to carry, always handy, the Big Inch emphasizes use-value. The genuine spring-steel tape is concave. Won't bend or curve while in use. Scale divisions are nickel plated after printing, won't rust or rub off.

Finish is smooth plastic with rib design on the edges, and featuring a beaded key chain for extra usefulness, the Big Inch reflects a value that far exceeds its cost.

Packed in a polyethylene bag with chain.

Prices include 3-4 lines of one-color ad copy on one side of rule. Two colors available at 3¢ net, additional. Stock colors are red and black. One color cuts $6.00; two colors, $11.00.

No. 614

100-249	250-499	500-999	1000-2499	2500 and up
$0.59½	$0.55½	$0.49½	$0.44½	$0.40½

Minimum order for rules with ad copy is 100.
Dies for trademarks or special lettering charged at cost.
Artwork when not furnished will be billed at cost.
Speculative samples available at $3.50
U.S. Patent No. D 182,680
1-2A 3B 4C 5D

The Jupiter

The Jupiter is the knife for the successful businessman, the kind he will carry and use. It is both light and wafer-thin. It's only 3/16-inches thick, yet contains three implements: a knife blade, a scissors, and a nail file.

Gift boxed with an appropriate romance card.

No. 175

25-49	50-99	100-249	250-499	500 and up
$2.50	$2.30	$2.20	$1.95	$1.75

Lined cowhide leather case: 50¢ each, any quantity — A
Penny Jingle cards available at 2½¢ each net.
MAILERS AVAILABLE at 7¢ each net.
1-3A 4B 5C

The Val-U-Plus Knife

Slim, beautiful pocket knives of unusual quality, at a price low enough for quantity distribution. Prestige remembrances of tremendous impact that place your advertising message in a setting of lasting beauty. The Val-U-Plus knives have four implements: a scissors, a nail file, knife blade and screwdriver. The blades are of surgical steel, nickel-plated and polished to a mirror finish. Knives have full brass linings and four flush nickel-silver rivets. Sides are simulated mother-of-pearl, rich and expensive looking. Your advertising can be inlaid with nickel-silver or in nickel-silver and color. This can be done in one piece as an uninterrupted inlay; or in parts as an interrupted inlay, a new and exclusive process making it possible to duplicate most trade names and trade-marks. See page 24 for costs and details.

Packed in a fine gift box with an appropriate romance card.

No. 114

25-49	50-99	100-249	250-499	500-999	1000 and up
$3.75	$3.65	$3.53	$3.46	$3.36	$3.30

Penny Jingle cards available at 2½¢ each net.
Keychain ring available at 6¢ net per knife.
Bottle Cap Opener available on screwdriver blade at 6¢ additional each per knife.
MAILERS AVAILABLE at 7¢ each net.
Patent Pending on interrupted nickel-silver inlay.
C

The Atlas

An unusually small all-purpose pocket knife containing six implements: a knife blade, a nail file, cuticle pusher, cuticle cutter, scissors, and tweezer. Entirely of stainless steel. Light in weight and surprisingly thin. The sides have beautiful engine-turned designs with plenty of space for names, initials, or ad copy. Gift boxed with romance card.

No. 168

25-49	50-99	100-249	250-499	500 and up
$3.10	$2.90	$2.80	$2.50	$2.25

Lined cowhide case at 50¢ each, any quantity —A
Penny Jingle cards available at 2½¢ each net.
MAILERS AVAILABLE at 7¢ each net.
1-3A 4B 5C

The Craftsman

A remembrance for a specially favored individual. A beautifully shaped knife of unusual quality featuring four useful instruments. One side contains a knife blade and a nail file. On the other side is a powerful glass magnifier and a removable tweezer at opposite ends of the knife. Yet, the Solingen-made Craftsman is thin, being only 3/8 inches thick and 3¼ inches long. The sides are lustrous simulated mother-of-pearl. Your advertising message can be surface printed on the sides of the Craftsman Knife or inlaid in nickel-silver, or a combination of nickel-silver and color. For details and price information on this distinctive process, turn to page 24.

Packed in a fine black and silver gift box with a romance card.

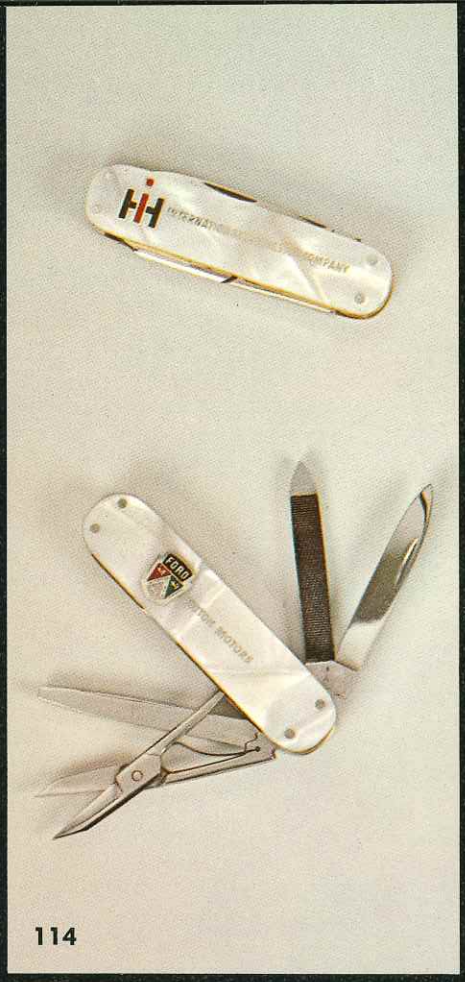
No. 157

25-49	50-99	100-249	250-499	500 and up
$3.25	$3.15	$3.10	$3.05	$3.00

Penny Jingle cards available at 2½¢ each net.
MAILERS AVAILABLE at 7¢ each net.
C

A wide variety of different types of pocket knives are available. Write us for information.

160



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614

157

ADVERTISING SPECIFICATIONS FOR THE FOLLOWING PRODUCTS

THE COMMERCE AND INDUSTRY DESK SET
THE COMMANDER LIBRARY SET

Unless otherwise specified, ad copy will be gold stamped on the scabbard underneath the handles of the shears. Gold Stamping on the blade section of the scabbard is available. Individual names and initials 50¢ each. Minimum 25 pieces. One or two lines of ad copy, up to 20 letters per line 10¢ each. Minimum, 50 pieces.

Gold Stamping underneath the handles of the shears or on the underside of the scabbard available at the same cost as all other gold stamping. If the ad copy is split in two segments, charge twice for the gold stamping.

THE PLANET THERMOMETER
THE GALILEO THERMOMETER PEN SET

The nameplate feature can be included at 50¢ each, net, including the cost of engraving for one line names, ads, and monograms. If more than one line is needed, add 10¢ per line.

For the swatch for the bottom of the base charge 5¢ each, net, plus the cost of silver or gold stamping.

The lucite thermometer disk can be imprinted in quantities of 50 pieces or more with a set-up charge of $5.00. Straight line ads can cover an area 1¾" long by 7/16" high in the lower area of the disk. The cost is 10¢ each for up to 3 lines in one color: maximum is 28 letters and spaces per line. Curved ads cover an area 2⅛" long by 7/16" at the same price: maximum 34 letters and spaces per line plus $10.00 for curved imprinting die.

THE KEYHOOK KNIFE
THE VAL-U-PLUS KNIFE
THE CRAFTSMAN KNIFE

Ad copy in nickel-silver inlay per side of knife:

	100-249	250-499	500-999	1000 and up
UNINTERRUPTED:	$0.21	$0.19	$0.17	$0.17
INTERRUPTED:	0.275	0.22	0.20	0.20

This includes, for the interrupted inlay, one trademark or figure in addition to text. Add 75% of inlay cost for each additional trademark or figure.

Maximum inlay area: The Keyhook Knife: 1⅜"x9/16"
The Val-U-Plus 2"x1 3/32"
The Craftsman 2"x1 3/32"

Color in addition to inlay: Add 6¢ net, for each color.

The minimum order with inlay is 100 pieces. For orders less than 100, but not less than 50, add $12.00 per order. Sorry, we cannot accept orders with inlay for less than 50 pieces.

Artwork: When requested for approval of order, there is no charge.

Speculative Samples: Charge $12.00 per side for either knife or either type of inlay. This is refunded if a minimum of 100 pieces are ordered with the same inlay within 6 months of receipt of sample.

PRINTING and ENGRAVING INFORMATION and CHARGES

GOLD STAMPING

All gold stamping is done in 24-K gold. Prices for Gold Stamping include up to 4 lines of advertising copy. The charge for orders requiring special dies will be made available as soon as possible after receipt of order. (Same conditions apply where silver stamping is indicated. High quality silver foil is used.)

ENGRAVING

All engraving is done in jewelers style, right into the metal. A maximum of 18 letters is permitted per line. If a line has more letters, that line will be priced as two lines. Trademarks or special lettering require engraving dies. A simple die costs about $20.00 net, and the engraving charge is at the two line price. The charges for a special order requiring a complicated die and engraving, will be made available as soon as possible after receipt of order. All lists of individual names or initials should be typewritten and submitted in duplicate.

PRINTING

For surface printing up to two colors, a clear, transparent coating material is used to protect the printing, and keep it from chipping, cracking, and wearing. The toughest, most durable material available is used for this purpose.
For surface printing on metal, an ultra-hard refined enamel coating is used.
Minimum charges for simple cuts, trademarks or special lettering when printing on any surface are: 1 color, $6.00; 2-colors, $11.00; provided artwork is furnished. The charges for orders requiring complicated cuts, trademarks or open lettering will be submitted as soon as possible after receipt of order. Artwork which we supply will be charged at cost.

ADVERTISING COPY

QUANTITY	GOLD STAMPING ON LEATHER	ENGRAVING ON METAL			PRINTING Up to 4-lines if space permits			
		One line	Two lines	Three lines	On simulated mother of pearl, wood, or plastic		On Stainless Steel Pocket Knives and Other Flat Metal Surfaces	
					One Color	Two Colors	One Color	Two Colors
12 to 24	$ .22	$ .27	$ .40	$ .53	$ ...	$ ...	$ ...	$ ...
25 to 49	.13	.20	.33	.46	...	...	...	...
50 to 99	.10	.20	.33	.46	.15	.26	.18	.31
100 to 249	.08	.19	.31	.43	.12	.19	.16	.26
250 to 499	.06	.17	.27	.37	.10	.16	.14	.23
500 to 999	.05	.16	.26	.36	.09	.14	.13	.20
1000 & up	.05	.15	.24	.33	.08	.13	.12	.19

INDIVIDUAL NAMES AND INITIALS

	GOLD STAMPED NAMES	INITIALS
1 to 24	$ .45	$ .40 each
25 to 49	.37	.35 each
50 & up	.30	.25 each

ENGRAVED	
Initials (up to three letters)	$ .18
Individual names	.24 ea.
Script Engraving	5c extra ea.
Double Line Engraving	5c extra ea.

On all items, be sure to specify where copy is wanted and whether it is to be gold stamped, engraved, or printed. If this is not done we will use our best judgment.

ALL service charges are net.

BIRTHDAY PLAN

One of the most important days in any person's life is his birthday. It is a special day, reserved for him alone. When you remember him on this day of his, you tell him in unforgettable language that you consider him a very special individual. A Birthday Plan is available. You send us the names and addresses of the individuals you have selected for this special consideration. If you cannot supply the birthdates, we will obtain them at a charge of 30¢ per name. Other charges are 25¢ for each individual mailing, plus postage and insurance. Mailer and other service charges such as engraving, etc., at listed prices. Minimum order, $200.00 list.